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Impacts of Social Media

1- Introduction

Social media has transformed communication, education and business interactions; however it also poses challenges like misinformation and mental health issues.

2. Positive Impacts of Social Media:

- a. Instant information sharing and social awareness;
- b. Provides platforms for creativity and talent recognition;
- c. Boost businesses through digital marketing and audience engagement;

3 Draw backs of Social Media:

- a. Spread of misinformation and fake news;
- b. Mental health issues like anxiety and depression;

4- Conclusion

In a nutshell, social media has both positive and negative effects, making it essential to ensure a balance.

The Essay

Social media platforms have transformed how people connect, allowing for instant communication across the globe. It also serves as a powerful tool for social awareness, provides opportunity to the talented people to show their creativity.

Businesses of a community can also be boosted by using it.

Misuses of social media have ~~the~~ harmful effects for society like disinformation, fake news. Health issues like anxiety and depression are ~~cause~~ of negative effects of social media.

Social media is now a days is used as a quick information sharing tool. In the third decade of twenty first century it can be used more efficiently. Social awareness is also one of the blessings of social media. Community awareness for their rights and duties by the help of this technology.

In addition it provides platforms to the creative people to show their talent and creativity. By this way people of one region can share their ideas to other region in the field of education, health, art, music, etc. In this way talent recognition is easy. Audition of talent is in the hand of an individual.

Businesses of world are shifted its platforms, social media is providing that platforms. Besides using pamphlets and newspapers modern businesses relied on social media marketing by using Facebook, TikTok, Youtube, Instagram etc. By using the tool businessmen are promoting their products with very low cost. This type of marketing is called social media marketing. By using social media marketing ultimately audience engaged itself to buy the products. Resultantly this promote the sale and purchase.

Science has given numerous benefits for the survival of mankind, it has also posed serious threats to the survival of mankind. Social media is playing a key factor in spreading the misinformation and fake news at individual level, national level and international level. Character assassination at individual level is done by fake news, misinformation. At international level report EU DisinfoLab a disinformation report against Pakistan and other countries by Indian news agency ANI.

Similarly it has psychological and mental health issues are on it. Social media users are mostly anxiety and depression patients. They are caused of family disturbance, social evil and societal problems. Health issues are posing serious threats to the social media users.

In a nutshell, social media has both positive and negative effects, making it essential to strike a balance while it offers numerous benefits like enhancing communication, promoting education, fostering creativity, its negative effects such as misinformation and mental health issues, cannot be ignored. To harness the positive aspects, we must promote digital literacy, encourage responsible use and implement strict regulations. By doing so we can maximize the benefits of social media while minimizing the drawbacks.

“In today's world, information is a weapon and social media is battlefield (Former CIA Director)”